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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

- **Fruit**

- **Juices**

- **Drinks**

AND OTHER PRODUCTS

CPFJ-145

U. S. DEPARTMENT OF AGRICULTURE

Economic Research Service in Cooperation

with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned and refrigerated citrus salads and sections, canned single-strength fruit drinks and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

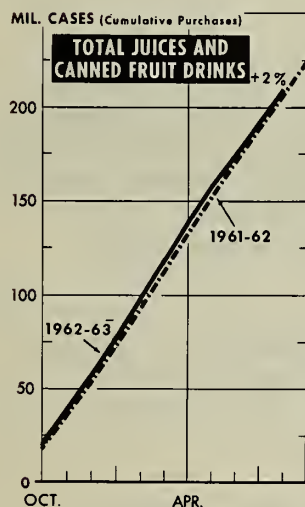
October 1963

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES
DRINKS, AND OTHER PRODUCTS
AUGUST 1963

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS



Consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, and canned single-strength fruit drinks totaled 16.8 million cases (single-strength equivalent) in August 1963, for a decrease of 5 percent from the same month of 1962. Nevertheless, since prices paid were higher -- 5.2 cents per 6-ounce serving compared with 4.3 cents -- the amount spent for these products was 14 percent greater than a year earlier.

Supplies of orange and grapefruit juices were well below and prices were well above year-earlier levels as a result of fruit losses from freezing weather. Moderate price advances were reported for noncitrus products, except prune and tomato juices which were less expensive.

Purchase declines of 49 percent were reported for frozen orange concentrate, 13 percent for chilled orange juice, and 34 percent for canned orange juice. The 3 orange juices accounted for only 27 percent of all fruit juices and drinks used in the home this August compared with 46 percent a year earlier. Use of canned grapefruit juice was down 21 percent.

On the other hand, purchases of noncitrus juices and fruit drinks increased: prune juice was up 13 percent; tomato juice, 19 percent; pineapple juice, 46 percent; miscellaneous canned juices, 12 percent; and miscellaneous frozen concentrates, 41 percent. Use of canned fruit drinks increased even more: pineapple-grapefruit drink, 33 percent; orange drink, 68 percent; and miscellaneous fruit drinks, 53 percent.

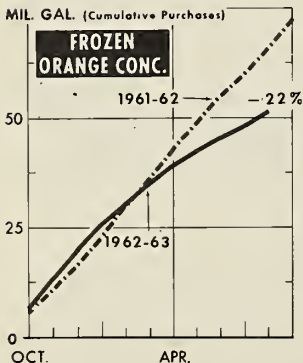
Consumer expenditures for frozen orange concentrate and canned orange juice were down rather sharply from the preceding August in contrast to gains of 8 to 68 percent for other products.

Cumulative purchases of fruit juices and drinks through August of the reporting year beginning in October 1962 were 2 percent or 3.1 million cases above the corresponding 11 months of 1961-62. (See figure in margin.) Use of orange and grapefruit juices was down, but gains of up to 35 percent were recorded for competing products.

August purchases of canned grapefruit sections were off 19 percent from a year earlier and use of refrigerated citrus salads and sections was down substantially from October 1962 when first reported. Retail sales of fresh oranges were down 10 percent and fresh grapefruit, down 62 percent from August 1960, the last comparable month for which data are available.

FROZEN CONCENTRATED AND CHILLED JUICES

Use of FOC Remains on Downturn



Short supplies and relatively few buyers of frozen orange concentrate in August 1963 resulted in the slowest retail movement of the product since 1951. ^{1/} And consumer expenditures sank to a 5-year low. Chilled and canned orange juices, and canned grapefruit juice were the only other products purchased in lesser volume than in August 1962. (See table 21.)

Reduced supplies were a result of freeze damage to citrus trees and crops last winter. Losses were particularly severe in Florida where most of the orange and grapefruit products are produced.

Retail sales of frozen orange concentrate were down 49 percent -- 2.8 million gallons -- from August 1962 and 10 percent from August 1958. ^{2/} Less than 19 percent of the Nation's families bought compared with about 29 percent a year earlier. Furthermore, consumption dropped from 8 to 6 cans per buying family. (See table 1 and figures 11-14.)

^{1/} Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 21.

^{2/} Citrus crops also were damaged by freezes in the winter of 1957-58, but fruit and tree losses were not as severe as in 1962. See table 1A for comparisons of purchases with 1957-58.

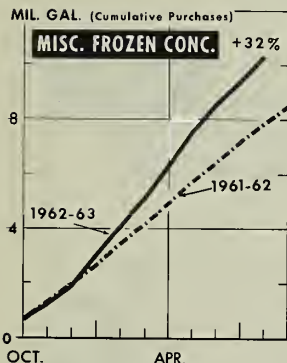
Retail prices averaged 28.2 cents per 6-ounce can, about the same as in July, but substantially higher than the below-average price of August 1962.

The upturn in expenditures per buying family has been checked. Average expenditure per buyer rose from \$1.30 in August 1962 to \$1.72 in June 1963. It has since declined to \$1.70. (See tables 18-20.)

The total amount all consumers spent for frozen orange concentrate this August was down 13 percent from a year earlier to \$17.6 million. Last time expenditures dropped below this was August 1958 when the consumer outlay totaled \$17.1 million.

Cumulative purchases through August of the reporting year beginning October 1962 were 22 percent (14.4 million gallons) below the corresponding 11 months of 1961-62. (See figure in margin.) Prices were higher, however, and cumulative expenditures were down only 7 percent.

Use of Miscellaneous Frozen Concentrates Increases



Retail movement of miscellaneous frozen concentrated juices such as apple, pineapple, tangerine, and citrus and other blends continued to hold well above 1961-62 levels, as it has since January. (See table 21.) Purchases were up 41 percent -- 253,000 gallons -- from the relatively-low volume of August 1962. This group of products accordingly comprised 6 percent of all fruit juices and drinks bought for home consumption, up from 4 percent a year earlier.

Prices paid for miscellaneous concentrates continued to rise and at 20.6 cents per 6-ounce can in August were 13 percent higher than a year earlier. A 6-ounce serving cost 5.2 cents, the same as the average for all fruit juices and drinks, but substantially below the cost of frozen orange concentrate.

Cumulative purchases through August of the current reporting year were 32 percent or 2.5 million gallons above the like period of 1961-62; cumulative expenditures increased 37 percent. The relative gain in expenditures was greater than those reported for competing products.

Movement of Total Frozen Concentrates Down 41 Percent

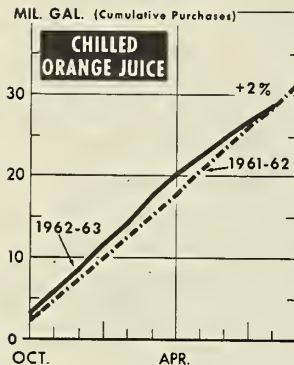
As the drop in purchases of frozen orange concentrate was far greater than the gains made by other frozen concentrated juices, the total quantity of frozen concentrates bought for household use in August was off 41 percent (2.6 million gallons) in comparison with the same month of 1962. (See table 21.)

Retail movement has been slow beginning with January, consequently, October-August cumulative purchases are down 16 percent -- 11.9 million gallons -- from the corresponding 11 months of 1961-62. In contrast, gains were reported in use of canned single-strength juices and canned fruit drinks.

Prices paid for frozen concentrated juices averaged 6.6 cents per 6-ounce serving in August, compared with 4.2 cents a year earlier. Nevertheless, August expenditures were down 6 percent. Further, October-August cumulative expenditures were 2 percent below the corresponding period of 1961-62.

Expenditures Up for Chilled Orange Juice

August household use of chilled orange juice was off 13 percent (300,000 gallons) compared with the same month of 1962. In contrast to the usual seasonal decline, however, August purchases held at the July level. (See figures 2 and 11-14.)



A loss in the number of buyers from 5.6 to 4.9 percent of the Nation's families accounted for most of the drop in movement from a year earlier. The average size of purchase (2.9 quarts) also was slightly smaller.

Retail prices were down a little from July and halted the upturn that had prevailed since December. Even so, at 47.4 cents per quart, prices were substantially higher than in August 1962 and were well above those of competing products.

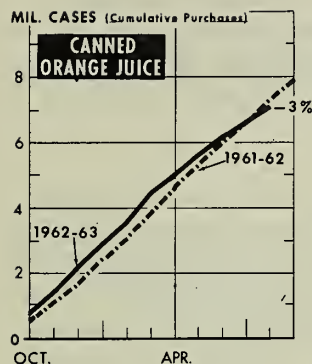
The average buyer spent \$1.46 for chilled orange juice, 4 percent more than in July and 29 percent more than a year earlier. Total consumer expenditures this August were 13 percent greater despite the decline in volume of purchases.

Movement has been slow in recent months. Hence, October-August cumulative purchases are only 2 percent (465,000 gallons) above 1961-62. Cumulative expenditures, however, are up 12 percent.

CANNED SINGLE-STRENGTH JUICES

Use of Canned Orange Juice Drops to New Low

Short supplies, higher prices, and record-low purchases characterized the retail market for canned single-strength orange juice in August.



The volume of purchases was off 34 percent (217,000 cases) from a year earlier and 10 percent from July, the previous low month. Only 4.2 percent of the Nation's families bought the juice in August, also a new low, and the smallest proportion reported for any product. Furthermore, the average size of purchase (1.7) cans was among the smallest recorded. (See figures 3 and 11-14.)

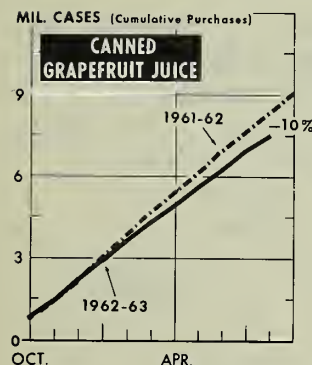
Retail prices were up substantially from the below-average price of August 1962 to 48.5 cents per 46-ounce can. Average expenditures per buying family (83 cents) were above a year earlier; but since fewer bought, total consumer expenditures were down about 11 percent. (See tables 18-20.)

Retail movement of canned orange juice was relatively heavy the first half of the reporting year, but light purchases since that time offset those gains. Hence, cumulative movement as August ended was 3 percent (182,000 cases) below corresponding months of 1961-62.

Grapefruit Juice Sales Off, Expenditures Up

Short supplies and fewer buyers resulted in the slowest retail movement of canned single-strength grapefruit juice in 3 years. (See figures 4 and 11-14.)

Only 4.5 percent of the Nation's housewives served the product this August. This equaled the lowest level previously recorded (July 1960) in this series. Moreover, the size of purchase also was down rather sharply. Thus, consumption declined 21 percent from a year earlier. (See figures 4 and 11-14.)



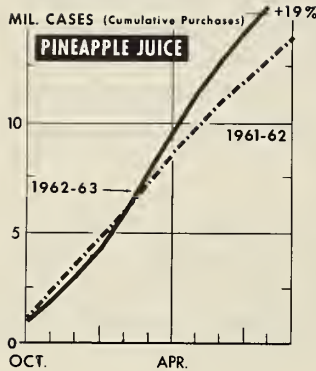
Retail movement also was slow in most other months of the reporting year. Consequently, October-August cumulative purchases were 10 percent -- 883,000 cases -- below the corresponding period of 1961-62. (See figure in margin.)

August prices were up substantially from the low level of a year earlier to a new high of 37.7 cents per 46-ounce can. This continued the uptrend begun in January. Because of higher prices, the average expenditure per buying family (85 cents) was 28 percent greater than a year earlier; total August expenditures were up 12 percent; and cumulative expenditures, October through August, were up 5 percent.

New August High in Use of Pineapple Juice

More buyers, together with larger-size purchases, resulted in the heaviest August movement of pineapple juice since 1958. Although use was light in prefreeze months, it has been heavy in the postfreeze period. As a result, October-August cumulative purchases (up 2.4 million cases from

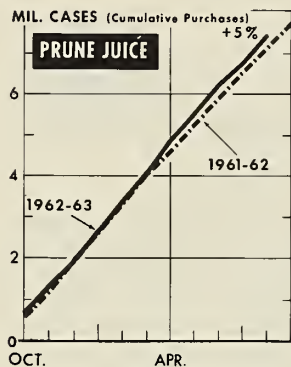
1961-62) are the largest since 1957-58 when supplies of citrus also were short. (See figures 5 and 11-14.)



August purchases were 46 percent greater (400,000 cases) than a year earlier. This came about from a gain of 2 percentage points in the proportion of families buying, augmented by a 13 percent increase in the average size of purchase.

Retail prices advanced slightly to 29.6 cents per 46-ounce can to match the 1957-61 average. Even so, pineapple juice remained one of the least expensive products reported. Since both purchases and prices were up, the average expenditure per buying family (67 cents) was 16 percent greater than a year earlier and total expenditures were 50 percent greater.

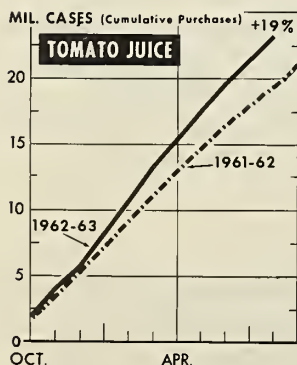
Prune Juice Sales Rise to New August Peak



August retail movement of prune juice was the heaviest for the month reported in this 14-year series. About 6.8 percent of the Nation's families bought compared with 6.1 percent a year earlier. Purchases were up 13 percent (75,000 cases) to continue the relatively-strong movement observed in most months of 1962-63. As a consequence, October-August cumulative purchases were 5 percent (375,000 cases) above the same period of 1961-62. (See figures 6 and 11-14.)

Retail prices averaged 41.6 cents per quart, 5 percent less than a year earlier and the lowest reported since 1958. Although the average expenditure per buying family in August was down moderately from a year earlier to 97 cents, the total amount spent by all consumers was 8 percent greater. (See tables 18-20.) Cumulative expenditures through August, however, were up only 2 percent.

Tomato Juice Consumption Also Reaches New Highs



Tomato juice remained the least expensive product reported in August and consumers continued to buy it in record quantity. (See figures 7 and 11-14.)

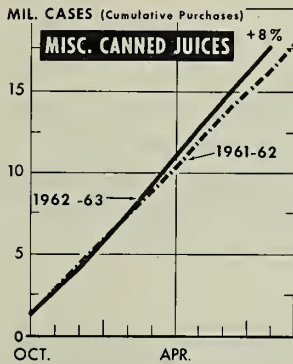
Retail purchases were up 19 percent (290,000 cases) from August 1962, and still more from the 1957-61 average for the month. Movement has been 9 to 30 percent above average throughout 1962-63, and October-August cumulative purchases also were 19 percent above the corresponding period of 1961-62. These gains resulted from more buyers and a larger average size purchase per buying family.

Prices paid were down moderately from August 1962 to 26.6 cents per 46-ounce can. Thus a 6-ounce serving cost 3.5 cents, 0.3 to 5.4 cents below the cost of competing products.

The average buyer spent 57 cents for tomato juice, less than for any other reported juice or drink. Nevertheless, total consumer outlay was second only to frozen orange concentrate. (See tables 18-20.)

Market for Miscellaneous Canned Juices Strong

Household purchases of miscellaneous canned single-strength juices including apple, grape, tangerine, citrus and other blends were 12 percent or 171,000 cases above August 1962. (See table 11 and figures 11-14.)



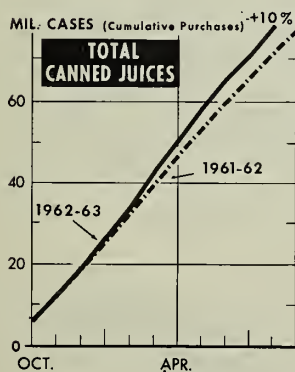
Consumption of these products, which had leveled off for several years, increased rather sharply after the freeze. As a result, October-August cumulative purchases were 8 percent (1.4 million cases) above the corresponding period of 1961-62. (See figure in margin.)

About 19 percent of the Nation's housewives served miscellaneous juices in August, compared with only 17.6 percent a year earlier. The average size of purchase, however, held about the same and was small compared with individually-reported juices or drinks.

Prices paid were up 11 percent to 38.3 cents per 46-ounce can, so that these products continued to be among the more expensive. Consumer expenditures rose 24 percent over August 1962.

Retail Sales of Total Canned Juices Up 10 Percent

Household consumption of canned single-strength juices this August totaled 10 percent (563,000 cases) above August 1962, despite sharp declines in use of orange and grapefruit juices. (See table 13 and figures 11-14.)



Canned juices accounted for 38 percent of all fruit juices and drinks bought for home use in August compared with 33 percent a year earlier. Consumption averaged 2.7 cans among the 40 percent of families that bought. Both of the movement factors were larger than 12 months before.

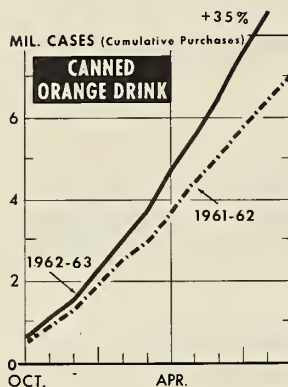
Prune and tomato juices were less expensive than a year earlier but higher prices for other products brought the average cost up 7 percent to 36.1 cents per 46-ounce can, or to 4.7 cents per 6-ounce serving. (See tables 18-20.)

The average expenditure per buying family increased 10 percent to 97 cents. In comparison, family expenditures were up 15 percent for canned fruit drinks and 31 percent for frozen orange concentrate.

Retail movement of canned juices was slow prior to January but has been heavy since then to bring the October-August cumulative total 10 percent (6.9 million cases) above the same period of 1961-62. (See figure in margin.) Cumulative expenditures also were up 10 percent. Both the relative and absolute gains were small compared with those recorded for canned fruit drinks.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Greatest Gains Reported for Orange Drink



Consumer purchases and expenditures for canned orange drink reached new peaks for August to continue the record high levels that have prevailed throughout the current marketing year. Gains in August, as well as for the reporting year through August, exceeded those reported for other products. (See figures 8 and 11-14.)

Orange drink purchases were 68 percent (421,000 cases) above August 1962 and 92 percent above the 1957-61 average for the month. As a result, its market share rose from 3.5 to 6.2 percent. The heavy movement reflected a gain in purchasers from 4.5 to 7.3 percent of the Nation's families augmented by slight increases in the average size of purchase.

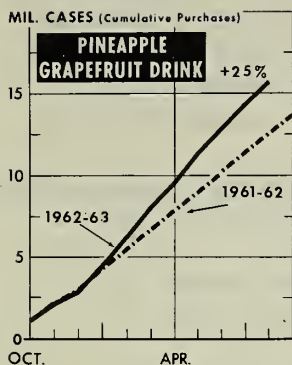
Retail prices (30 cents per 46-ounce can) held the same as a year earlier, in contrast to the upsurge in cost of most juices. Use of orange drink, as well as other fruit drinks, has accelerated with the widening of these price differentials (See tables 18-20.)

Although the average expenditure per buying family (72 cents) this August was only slightly greater than a year earlier, total consumer outlay was up 68 percent due to the large increase in the number of buyers. Cumulative October-August expenditures were 31 percent above corresponding months of 1961-62, compared with a 35 percent increase in cumulative purchases.

Movement of Pineapple-Grapefruit Drink Rises 33 Percent

Pineapple-grapefruit drink purchases also rose to a new peak for August. Movement was 33 percent (351,000 cases) above a year earlier and 28 percent above the 1958-61 average for the month. (See figures 9 and 11-14.)

The stronger August market was associated with an increase in the number of buyers from 6.8 to 9.6 percent of the

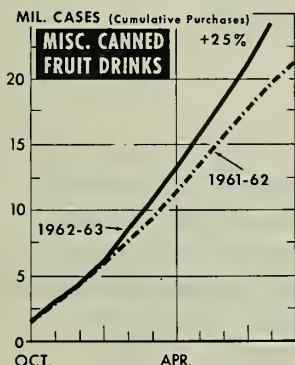


Nation's families. A smaller size of purchase offset part of this gain, however.

Retail prices, in contrast to those for other drinks, were up 9 percent to a 3-year high of 29.3 cents per 46-ounce can; even so, only tomato juice was less expensive. Consumer outlay for pineapple-grapefruit drink this August was 45 percent (\$1.2 million) above a year earlier.

Sales of this drink were slow in prefreeze months, but heavy buying since that time has raised the cumulative total 25 percent (3.2 million cases) above the same period of 1961-62. (See figure in margin.) The corresponding gain in expenditures was 27 percent.

Miscellaneous Fruit Drink Sales Up 53 Percent



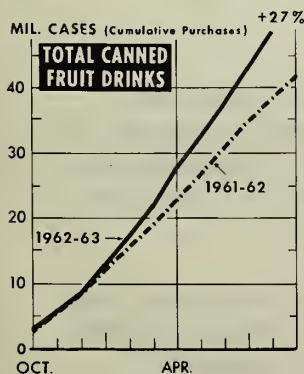
Household use of miscellaneous fruit drinks -- noncarbonated, nonfrozen ades, punches, and drinks other than orange and pineapple-grapefruit -- was 53 percent (963,000 cases) above both August 1962 and the 1959-61 average for the month. Consequently, the market share for this group of products rose from 10.3 to 16.6 percent. (See table 12 and figures 11-14.)

Generating the gain was an increase in the proportion of families buying (17.6 percent compared with 13 percent) together with a 12 percent increase in the size of purchase.

Retail prices were down slightly to 33.1 cents per 46-ounce can. A 6-ounce serving cost 4.3 cents, moderately more than orange or pineapple-grapefruit drink but well below the average cost of all juices and drinks.

Sales of these products gathered momentum beginning with January, and cumulative purchases, October-August, were 25 percent (4.8 million cases) above corresponding months of 1961-62. (See figure in margin.) The relative gain in cumulative expenditures was almost as great.

Use of Total Fruit Drinks Up 49 Percent



More buyers and a larger size of purchase resulted in by far the heaviest August retail movement of canned fruit drinks reported in the 4 years data have been available. This type of product accounted for 31 percent of all fruit juices and drinks used in the home in August compared with only 20 percent a year earlier. (See table 14 and figures 11-14.)

Consumption of fruit drinks averaged 3.4 quarts among the 26 percent of families that bought. A year-earlier, use amounted to only 3 quarts among 20 percent of families.

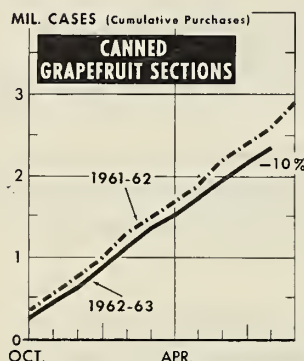
Fruit drink prices were up slightly to 31.5 cents per 46-ounce can, or from 4.0 to 4.1 cents per 6-ounce serving. In comparison, the cost of canned single-strength juices was up 0.3 cent to 4.7 cents, and frozen orange concentrate was up 2.4 cents to 6.6 cents per 6-ounce serving.

The average family increased its expenditure for fruit drinks 15 percent over a year earlier to \$1.07. While more than spent for canned juices, this was considerably below the average expenditure for chilled orange juice or frozen orange concentrate. (See tables 18-20.)

Retail sales of fruit drinks have been heavy throughout the reporting year and October-August cumulative purchases are 27 percent (10.2 million cases) above the same period of 1961-62. (See figure in margin.) However, the relative gain in expenditures was not as great.

CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

Use of Canned Grapefruit Sections Nears Low Mark



Dwindling supplies and higher prices led to a 19 percent decrease (42,000 cases) in consumer purchases of canned grapefruit sections. This represented about the lowest volume of purchases reported in the 7 years data have been available. Movement was slow in most other months of the season and cumulative October-August purchases were 10 percent (257,000 cases) below 1961-62. (See figures 10 and 12.)

Size of purchase among the 3.1 percent of families that bought averaged 3.2 cans. Both components of retail movement were well below year-earlier levels.

Prices paid were up 24 percent to a new high of 25.6 cents per No. 303 can. Hence, despite sales declines, consumer expenditures in August, as well as October-August cumulative expenditures, were about the same as in corresponding periods of 1961-62.

Sales of Refrigerated Salads Off Sharply

August purchases of refrigerated citrus salads and sections were down 59 percent compared with October 1962 when these products were first reported. Consumption averaged 45 ounces among the 0.7 percent of families that bought. (See table 15.)

Orange and grapefruit sections accounted for about two-thirds of the total quantity purchased. Retail prices of this type of salad were down a little from July to

79.1 cents per quart. Prices paid for other salads, however, were up 13 percent from July to 89 cents per quart.

FRESH ORANGES AND GRAPEFRUIT

Fresh Orange Sales Down 10 Percent

Household consumers bought only 90 percent as many fresh oranges this August as in the same month of 1960, the last comparable month purchase data are available for fresh citrus. Most of this decline was due to a decrease of 3 oranges in the average size of purchase. The proportion of families buying (11.7 percent) also was smaller.

Orange supplies have been short because of freezes and October-August cumulative purchases were 37 percent below the corresponding period of 1959-60. (See tables 16 and 20.)

Retail prices averaged 61.8 cents per dozen oranges, up 9 percent from August 1960. Hence, consumer expenditures held about the same. Nevertheless, October-August cumulative expenditures were down 19 percent, \$34.1 million, from the corresponding period of 1959-60.

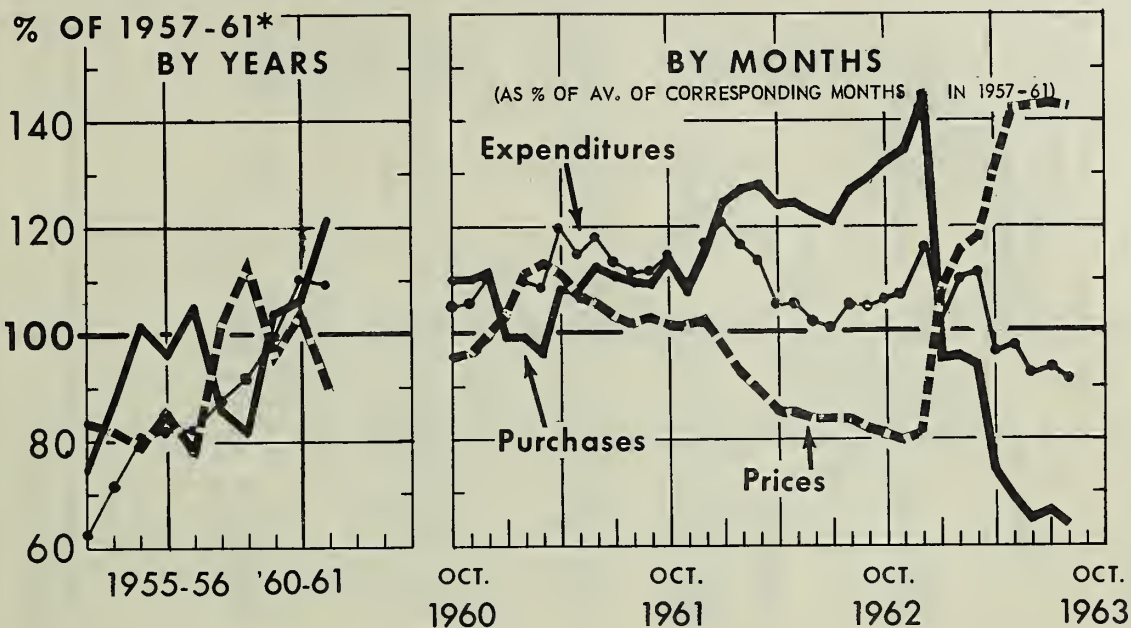
Use of Fresh Grapefruit Off Substantially

Only about one-third as many fresh grapefruit were bought for home use in August as in the same month of 1960. This was a continuation of the slow movement of earlier months of 1962-63, reflecting short supplies and fewer buyers. Cumulative purchases, October-August, were 20 percent below the corresponding 11 months of 1959-60. (See tables 17 and 20.)

Prices paid averaged \$1.66 a dozen, 31 percent higher than 3 years earlier. Since the decline in purchases was greater, August expenditures were off substantially. October-August cumulative expenditures were down about 5 percent from corresponding months of 1959-60.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.	4,855	6,587	5,172	28.2	31.1	40	50	23.2	17.4	19.6
Jan.-Mar.	14,904	19,753	15,691							
Apr.	3,801	6,363	5,147	23.2	30.6	38	49	25.4	16.4	19.3
May	3,393	6,123	4,941	21.7	29.5	36	49	27.5	16.4	19.3
June	3,069	5,776	4,740	19.2	28.4	37	48	27.8	16.3	19.5
Apr.-June	10,263	18,262	14,828							
July	3,049	5,543	4,601	19.3	27.2	37	48	28.1	16.4	19.6
Aug.	2,931	5,779	4,580	18.8	28.7	36	47	28.2	16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 1A.--FROZEN ORANGE CONCENTRATE IN FREEZE YEARS

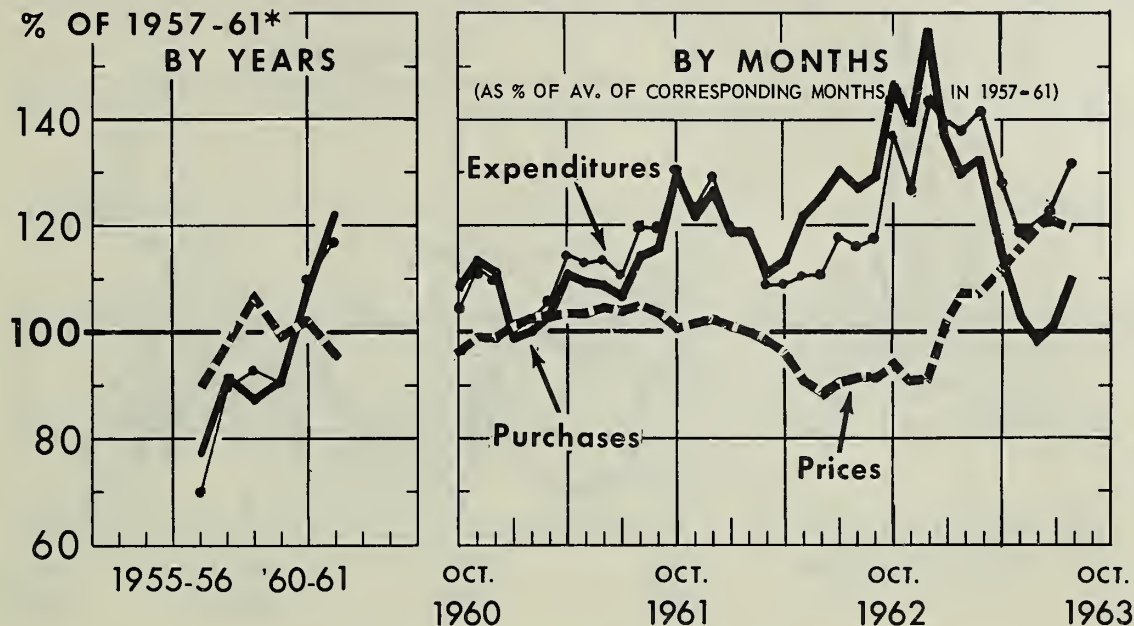
	Total Purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Expenditures			
	1962-1963	1957-1958	Change from 1957-1958	Pct.	Pct.	Difference from 1957-1958	Oz.	Oz.	Cents	Cents	Pct.	Change from 1957-1958	Dols.	Dols.	Pct.	Change from 1957-1958
Period 2/	1,000 gal.	1,000 gal.													1,000 dol.	1,000 dol.
October	6,719	5,851	+14.8	31.5	30.9	+ .6	50	49	15.9	15.2	+ 4.6	1962-1957-1958	1.32	1.24	+ 6.5	22,790
November	6,669	5,770	+15.6	31.3	31.2	+ .1	50	46	15.9	15.4	+ 3.2	1962-1957-1958	1.32	1.18	+11.9	22,621
December	7,215	5,288	+36.4	32.7	29.3	+3.4	52	45	15.7	15.9	- 1.3	1962-1957-1958	1.35	1.19	+13.4	24,165
Oct.-Dec.	20,603	16,909	+21.8	---	---	---	---	---	---	---	---	1962-1957-1958	---	---	---	69,576
January	5,066	4,626	+ 9.5	28.2	27.9	+ .3	42	42	21.3	18.9	+12.7	1962-1957-1958	1.49	1.34	+11.2	23,020
February	4,983	4,423	+12.7	28.5	28.0	+ .5	41	41	22.6	20.3	+11.3	1962-1957-1958	1.53	1.38	+10.9	24,024
March	4,855	4,360	+11.4	28.2	26.7	+1.5	40	41	23.2	21.2	+ 9.4	1962-1957-1958	1.55	1.45	+ 6.9	24,029
Jan.-Mar.	14,904	13,409	+11.1	---	---	---	---	---	---	---	---	1962-1957-1958	---	---	---	71,073
Oct.-Mar.	35,507	30,318	+17.1	---	---	---	---	---	---	---	---	1962-1957-1958	---	---	---	140,649
April	3,801	3,992	- 4.8	23.2	25.2	-2.0	38	40	25.4	22.2	+14.4	1962-1957-1958	1.61	1.47	+ 9.5	20,596
May	3,393	3,915	-13.3	21.7	24.2	-2.5	36	42	27.5	22.5	+22.2	1962-1957-1958	1.66	1.56	+ 6.4	19,905
June	3,069	3,320	- 7.6	19.2	23.5	-4.3	37	35	27.8	23.9	+16.3	1962-1957-1958	1.72	1.41	+22.0	18,201
Apr.-June	10,263	11,227	- 8.6	---	---	---	---	---	---	---	---	1962-1957-1958	---	---	---	58,702
Oct.-June	45,770	41,545	+10.2	---	---	---	---	---	---	---	---	1962-1957-1958	---	---	---	199,351
July	3,049	3,284	- 7.2	19.3	22.9	-3.6	37	36	28.1	24.2	+16.1	1962-1957-1958	1.71	1.46	+17.1	18,277
August	2,931	3,267	-10.3	18.8	23.0	-4.2	36	36	28.2	24.6	+14.6	1962-1957-1958	1.70	1.46	+16.4	17,633
September		3,490			24.0		36	36		24.7				1.50		18,390
July-Sept.		10,041														52,489
Year		51,586								20.0						220,505

1/ Citrus crops were damaged by freezing weather in December 1957, and December 1962. Tree and fruit losses were greater in 1962.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

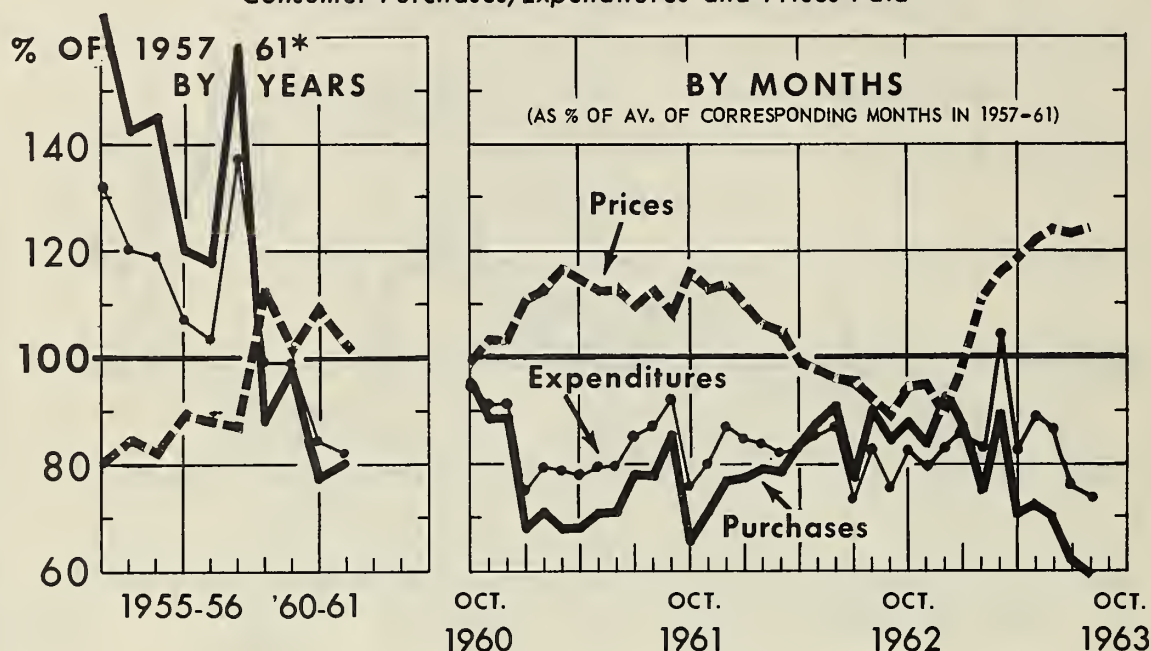
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.	2,997	2,511	2,267	6.4	5.6	109	107	42.4	38.8	39.6
Jan.-Mar.	8,829	7,713	6,653							
Apr.	2,555	2,532	2,239	5.6	5.8	106	103	44.1	37.8	39.3
May	2,393	2,840	2,339	5.5	6.3	100	106	44.9	35.1	38.7
June	2,249	2,863	2,291	5.4	6.2	97	108	46.6	33.9	38.3
Apr.-June	7,197	8,235	6,869							
July	2,099	2,681	2,064	5.1	6.2	94	101	47.7	35.4	39.1
Aug.	2,094	2,408	1,901	4.9	5.6	98	100	47.4	36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.7	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

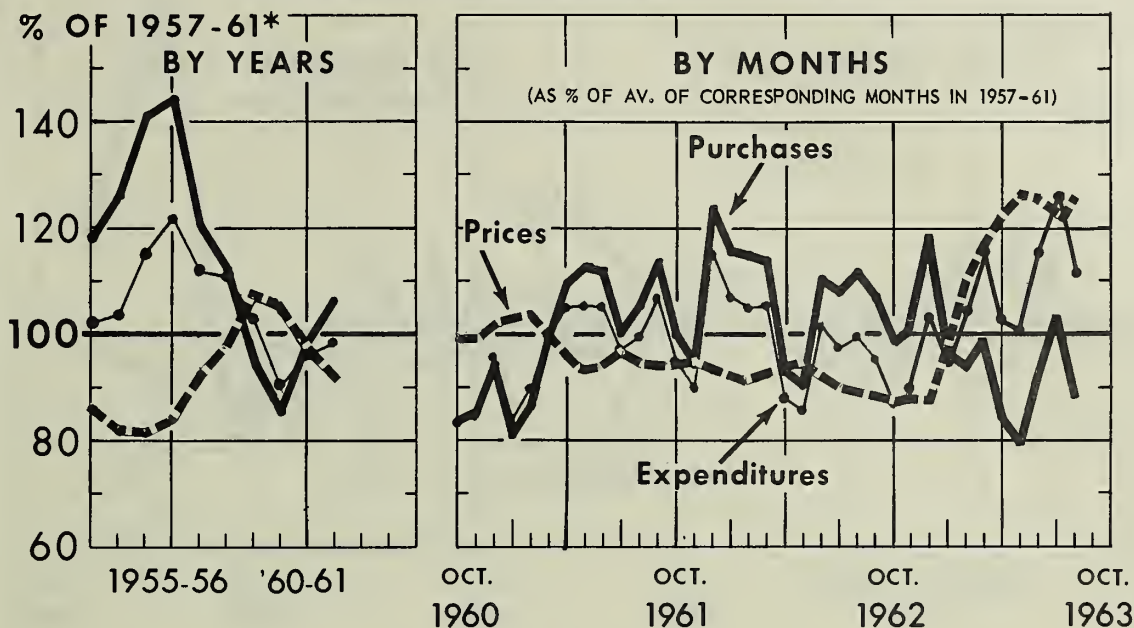
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of		Purchase per		Prices paid per		
	: families buying			: buying family		: 46-ounce can				
	: 1962-	: 1961-	: Average	: 1962-	: 1961-	: 1962-	: 1961-	: 1962-	: 1961-	: Average
	: 1963	: 1962	: 1957-61	: 1963	: 1962	: 1963	: 1962	: 1963	: 1962	: 1957-61
	: 1,000	: 1,000	: 1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	: cases	: cases	: cases							
Oct.	: 749	: 559	: 852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	: 677	: 574	: 808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	: 699	: 579	: 754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	: 2,125	: 1,712	: 2,414							
Jan.	: 779	: 690	: 892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	: 680	: 719	: 909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.	: 823	: 718	: 915	6.9	5.9	94	97	43.5	39.2	37.5
Jan.-Mar.	: 2,282	: 2,127	: 2,716							
Apr.	: 618	: 736	: 881	5.7	5.8	85	101	44.9	37.5	37.8
May	: 611	: 734	: 838	5.3	6.0	90	97	46.4	36.9	37.9
June	: 564	: 731	: 806	5.1	6.0	86	96	46.8	36.1	37.7
Apr.-June	: 1,793	: 2,201	: 2,525							
July	: 467	: 592	: 764	4.7	5.1	77	91	47.7	36.5	38.5
Aug.	: 421	: 638	: 708	4.2	5.6	79	90	48.5	35.8	39.0
Sep.	: 599	: 709	: 709		5.3		89		35.7	39.9
July-Sept.	: 1,487	: 1,939	: 2,181							
Season	: 7,869	: 9,836							38.9	38.0

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

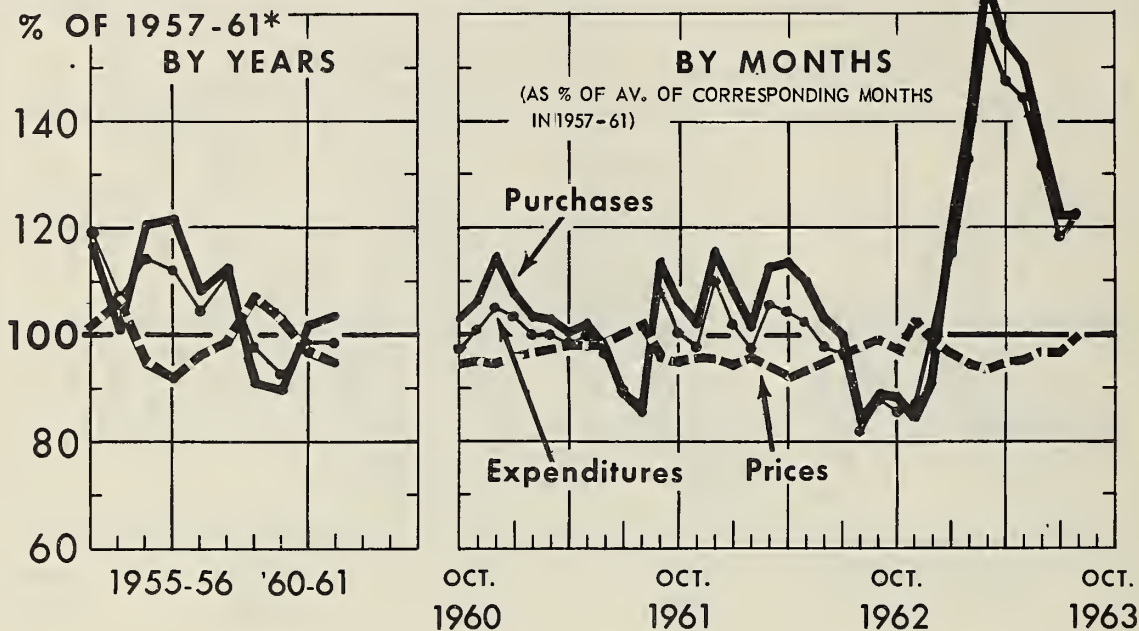
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.	728	841	738	5.9	5.9	98	114	35.3	27.9	30.1
Jan.-Mar.	2,128	2,540	2,208							
Apr.	668	740	793	5.2	5.4	100	109	35.7	27.5	29.1
May	621	708	781	5.0	4.8	98	118	36.5	27.3	28.9
June	659	790	714	5.4	5.6	96	111	36.7	26.9	29.2
Apr.-June	1,948	2,238	2,288							
July	652	685	632	5.1	4.9	100	111	37.1	27.3	30.3
Aug.	606	764	683	4.5	5.3	104	114	37.7	26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

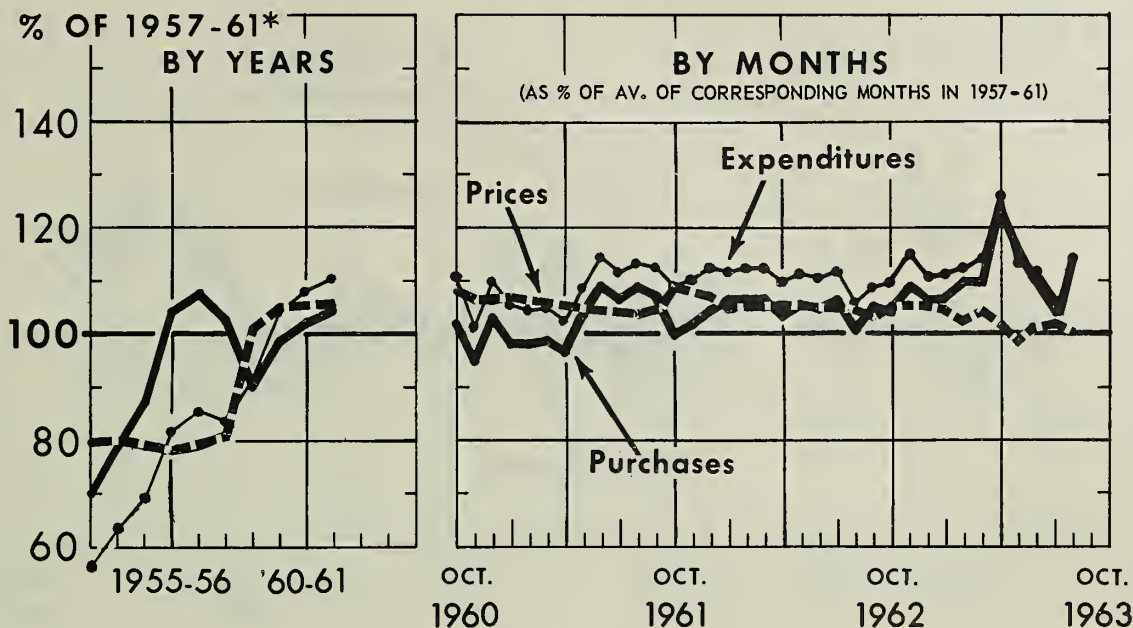
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.	1,929	1,301	1,156	13.0	10.2	117	102	28.0	28.0	29.8
Jan.-Mar.	4,949	3,745	3,485							
Apr.	1,721	1,257	1,108	11.6	10.1	116	98	28.4	27.4	29.8
May	1,689	1,234	1,123	11.5	9.7	115	101	28.1	27.3	29.4
June	1,434	1,092	1,061	10.7	8.6	105	101	28.8	28.0	29.6
Apr.-June	4,844	3,583	3,292							
July	1,252	1,020	1,023	10.0	8.0	97	101	29.1	28.9	30.0
Aug.	1,278	875	1,042	9.6	7.5	104	92	29.6	28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

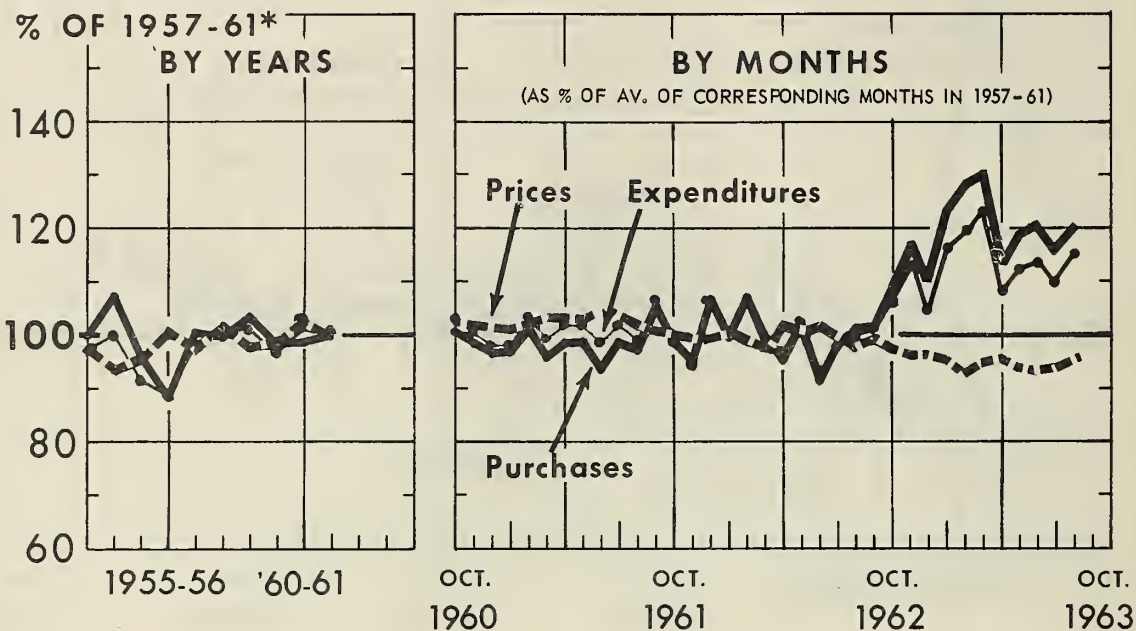
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.	719	700	654	7.8	7.5	73	74	43.2	43.7	41.5
Jan.-Mar.	2,128	2,096	1,959							
Apr.	749	625	602	8.1	7.0	73	70	42.3	44.2	41.7
May	700	643	607	7.4	6.7	74	76	41.2	44.1	41.8
June	659	631	600	7.1	6.5	72	76	42.4	43.9	41.7
Apr.-June	2,108	1,899	1,809							
July	594	610	571	6.3	6.2	73	78	42.3	43.8	41.7
Aug.	651	576	569	6.8	6.1	74	75	41.6	43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

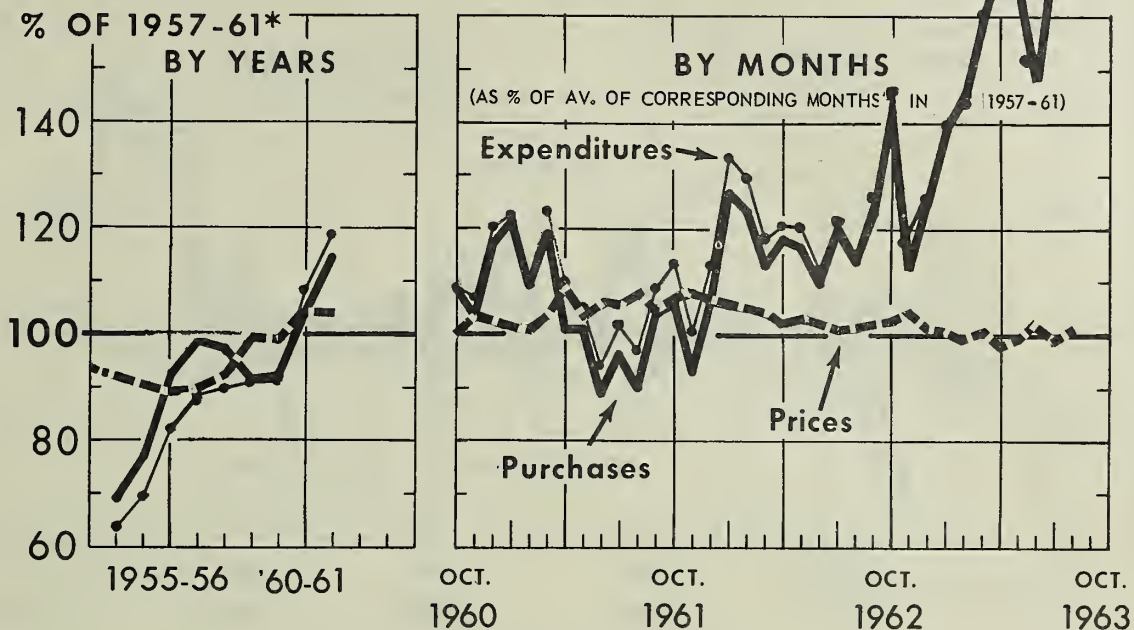
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	98	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.	2,501	1,930	1,930	18.7	16.5	105	94	26.3	27.0	27.6
Jan.-Mar.	7,362	5,928	5,787							
Apr.	2,129	1,797	1,879	17.2	15.4	97	92	26.6	28.2	27.7
May	2,139	1,832	1,791	17.1	15.4	98	94	26.0	27.8	27.6
June	2,056	1,561	1,700	16.4	13.9	99	89	26.3	28.5	28.0
Apr.-June	6,324	5,190	5,370							
July	1,786	1,509	1,530	14.8	13.6	94	88	26.6	28.2	28.3
Aug.	1,814	1,525	1,501	14.4	13.2	98	91	26.6	27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

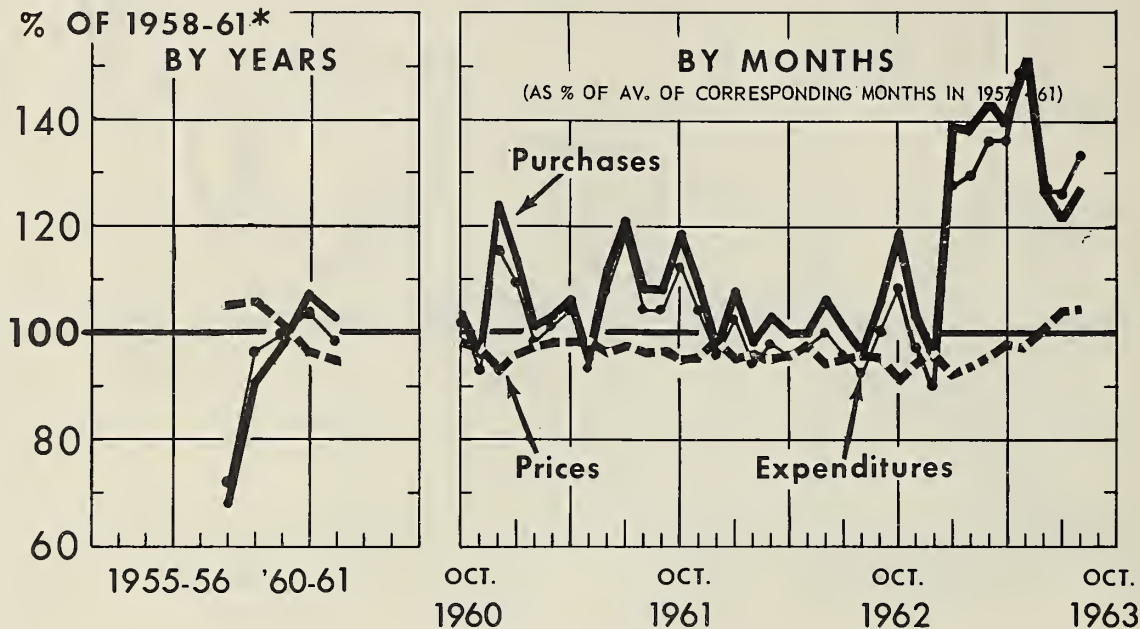
Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.	753	534	472	5.1	3.7	117	116	31.3	32.4	31.1
Jan.-Mar.	2,143	1,769	1,460							
Apr.	975	670	568	6.5	4.7	118	114	30.0	31.2	30.5
May	923	650	558	6.4	4.6	112	113	30.3	31.3	30.4
June	876	650	592	6.3	4.6	109	112	30.4	30.4	29.7
Apr.-June	2,774	1,970	1,718							
July	1,071	741	619	7.5	5.2	112	113	29.6	30.1	29.7
Aug.	1,037	616	541	7.3	4.5	111	108	30.0	30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

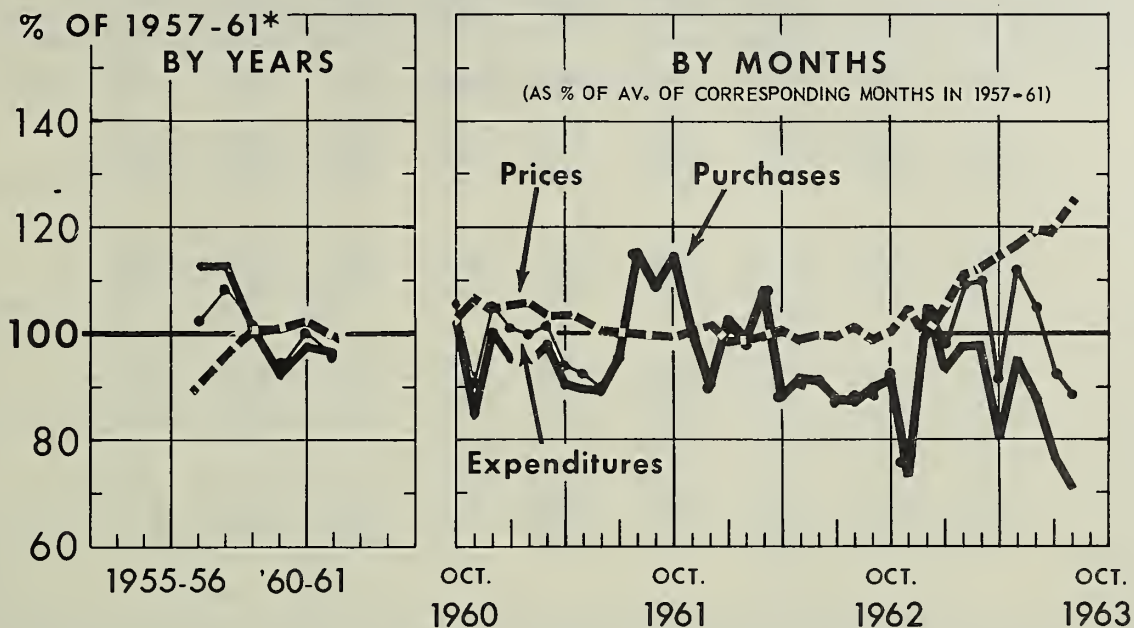
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.	1,746	1,255	1,218	11.0	7.7	125	129	26.9	26.8	28.2
Jan.-Mar.	5,075	3,726	3,622							
Apr.	1,606	1,153	1,154	9.7	7.5	130	122	27.7	27.0	28.2
May	1,701	1,120	1,120	10.5	7.4	128	120	27.6	27.5	28.2
June	1,485	1,249	1,176	9.5	7.6	122	130	28.2	26.4	28.0
Apr.-June	4,792	3,522	3,450							
July	1,504	1,253	1,240	9.6	8.0	122	124	28.9	26.4	27.8
Aug.	1,418	1,067	1,108	9.6	6.8	116	124	29.3	26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	223	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.	219	244	225	3.9	3.7	48	58	22.9	20.3	20.4
Jan.-Mar.	670	733	709							
Apr.	182	201	227	3.4	3.5	47	50	23.3	20.4	20.3
May	223	214	233	3.9	3.6	49	53	23.8	20.2	20.4
June	223	233	255	3.9	3.6	51	58	24.5	20.5	20.5
Apr.-June	628	648	715							
July	204	232	264	3.4	3.7	51	55	24.7	20.6	20.7
Aug.	179	221	253	3.1	3.5	51	56	25.6	20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.8	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.	1,812	1,465	1,622	19.8	17.5	72	67	37.4	36.1	---
Jan.-Mar.	5,138	4,449	4,731							
Apr.	1,755	1,511	1,611	19.7	17.5	70	68	37.4	36.1	---
May	1,682	1,594	1,678	19.7	18.8	67	67	37.7	34.6	---
June	1,681	1,544	1,573	19.7	18.6	67	66	38.0	35.1	---
Apr.-June	5,118	4,649	4,862							
July	1,682	1,480	1,494	19.5	17.8	67	66	38.2	35.0	---
Aug.	1,648	1,477	1,390	19.0	17.6	68	66	38.3	34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.	2,204	1,812	1,609	15.0	12.1	115	119	34.0	34.6	34.8
Jan.-Mar.	6,237	5,134	4,647							
Apr.	2,494	1,885	1,764	16.8	13.7	116	109	33.3	34.5	34.6
May	2,545	2,230	2,031	16.6	14.9	120	119	33.5	33.9	33.9
June	2,674	2,124	2,166	17.9	14.6	117	115	33.3	33.7	33.8
Apr.-June	7,713	6,239	5,961							
July	3,025	2,060	2,021	19.0	14.5	124	112	32.8	33.2	33.4
Aug.	2,786	1,823	1,821	17.6	13.0	124	111	33.1	33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	families buying	families buying	buying family	buying family	46-ounce can	46-ounce can	46-ounce can
	1962-1963	1961-1962	Average 1957-61	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,473	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.	8,512	6,955	7,015	47.9	43.3	140	128	34.5	34.1	---
Jan.-Mar.	23,987	20,885	20,886							
Apr.	7,640	6,666	6,875	45.7	42.3	131	125	35.1	34.1	---
May	7,442	6,745	6,817	44.9	42.6	130	126	34.8	33.6	---
June	7,053	6,349	6,454	43.6	41.8	127	120	35.4	34.1	---
Apr.-June	22,135	19,760	20,146							
July	6,433	5,896	6,013	41.7	39.5	120	118	35.9	34.4	---
Aug.	6,418	5,855	5,892	40.3	38.4	124	121	36.1	33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1959-61	families buying	families buying	buying family	buying family	46-ounce can	46-ounce can	46-ounce can
	1962-1963	1961-1962	Average 1959-61	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.	4,703	3,601	3,408	25.5	20.0	145	143	30.9	31.6	31.7
Jan.-Mar.	13,473	10,629	10,005							
Apr.	5,075	3,708	3,558	26.4	21.3	151	138	30.9	31.6	31.7
May	5,169	4,000	3,758	26.5	22.3	153	142	31.0	31.7	31.7
June	5,035	4,023	4,027	26.4	22.5	149	142	31.3	30.9	31.3
Apr.-June	15,279	11,731	11,343							
July	5,600	4,054	4,007	28.0	22.6	156	142	31.1	30.5	30.8
Aug.	5,241	3,506	3,486	26.2	20.0	156	139	31.5	30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
		buying	family	32-oz.		buying	family	26-oz.
				jar				jar
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.	173	0.9	43.7	71.9	18	0.1	38.2	64.3
Jan.-Mar.	475				58			
Apr.	156	0.8	47.7	74.1	3/	---	---	---
May	147	0.8	45.9	77.3	3/	---	---	---
Jun.	100	0.5	48.7	77.2	3/	---	---	---
Apr.-Jun.	403							
Jul.	68	0.3	48.6	82.4	3/	---	---	---
Aug.	80	0.3	58.1	79.1	3/	---	---	---
Sep.								
Jul.-Sep.								
Season								
				</				

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	families buying			buying family		Dozen				
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.	20,699	42,941	50,259	25.6	40.6	17.7	25.6	74.6	51.8	43.0
Jan.-Mar.	73,327	140,039	154,758							
Apr.	18,016	35,817	48,090	22.5	36.7	17.5	22.4	77.4	53.7	44.8
May	16,790	29,927	43,252	20.8	31.8	17.6	22.8	75.3	51.3	47.4
June	13,997	21,441	31,128	17.4	23.9	17.5	20.9	68.6	54.2	47.8
Apr.-June	48,803	87,185	122,470							
July	12,232	14,214	26,665	14.3	14.8	18.5	22.0	61.0	54.6	45.4
Aug.	10,091	11,182	23,266	11.7	12.1	18.7	21.7	61.8	56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	families buying			buying family		Grapefruit		Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000 Doz.	1,000 Doz.	1,000 Doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.	9,963	14,106	15,092	21.8	29.1	10.0	11.8	108.6	85.2	77.7
Jan.-Mar.	29,371	42,125	44,607							
Apr.	8,933	11,086	13,100	19.4	23.8	10.0	11.0	115.6	94.1	82.1
May	5,946	6,769	9,571	15.0	18.2	8.6	9.1	133.2	107.3	91.5
June	2,663	3,422	5,334	8.7	10.8	6.7	7.6	163.5	116.3	99.9
Apr.-June	17,542	21,277	28,005							
July	765	1,669	2,671	3.2	5.4	5.3	7.0	167.4	119.4	105.9
Aug.	466	1,221	1,514	2.2	3.7	4.7	7.4	166.2	126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18.--Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	:Frozen concen- :trated juices:			:Chilled: :orange :juice:			Canned single-strength juices										:Canned single-strength fruit drinks:						Average									
	:Miscel- :laneous:			:Orange :juice:			:Orange		:Grape- :fruit		:Pine- :apple		:Prune		:Tomato		:Miscel- :laneous		:Average		:Orange		:Pine- :apple :fruit		:Miscel- :laneous		:Average		:all juices :and fruit :drinks			
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents		
1961-62																																
October	5.0	4.8	7.5	5.7	3.7	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.2	3.6	4.4	4.1	4.2	4.7													
November	5.0	4.8	7.6	5.5	3.8	8.2	3.6	4.8	4.5	4.3	3.6	4.4	4.1	4.3	3.6	4.6	4.2	4.2	4.8													
December	5.0	4.8	7.7	5.6	3.7	8.2	3.6	4.8	4.5	4.3	3.7	4.4	4.1	4.3	3.7	4.6	4.2	4.2	4.8													
January	4.8	4.6	7.4	5.3	3.6	8.0	3.7	4.8	4.5	4.2	3.6	4.4	4.1	4.2	3.6	4.5	4.1	4.1	4.6													
February	4.5	4.7	7.2	5.2	3.6	8.2	3.6	4.7	4.5	4.3	3.7	4.4	4.1	4.3	3.5	4.5	4.2	4.2	4.6													
March	4.4	4.6	7.3	5.1	3.6	8.2	3.5	4.7	4.4	4.2	3.6	4.4	4.1	4.2	3.5	4.5	4.1	4.1	4.5													
April	4.1	4.6	7.1	4.9	3.6	8.3	3.7	4.7	4.4	4.1	3.6	4.4	4.1	4.1	3.7	4.5	4.1	4.1	4.4													
May	4.1	4.6	6.6	4.8	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	4.1	3.6	4.4	4.1	4.1	4.3													
June	4.1	4.5	6.4	4.7	3.5	8.2	3.7	4.6	4.4	4.0	3.6	4.4	4.1	4.0	3.7	4.4	4.0	4.0	4.3													
July	4.1	4.4	6.6	4.8	3.6	8.2	3.7	4.6	4.5	3.9	3.8	4.5	4.0	3.9	3.7	4.3	4.0	4.0	4.3													
August	4.1	4.6	6.8	4.7	3.5	8.2	3.6	4.5	4.4	3.9	3.8	4.5	4.0	3.9	3.6	4.4	4.0	4.0	4.3													
September	4.0	4.6	6.8	4.7	3.5	8.1	3.6	4.5	4.4	4.0	3.8	4.5	4.0	4.0	3.6	4.4	4.1	4.1	4.3													
Season	4.4	4.6	7.1	5.1	3.6	8.2	3.6	4.7	4.5	4.1	3.7	4.7	4.1	4.1	3.6	4.5	4.1	4.1	4.5													
1962-63																																
October	4.0	4.6	7.0	4.6	3.5	7.9	3.4	4.7	4.3	4.0	3.7	4.7	4.0	4.0	3.4	4.4	4.0	4.0	4.3													
November	4.0	4.6	6.8	4.7	3.5	8.0	3.4	4.6	4.3	4.1	3.9	4.6	4.1	4.1	3.4	4.5	4.1	4.1	4.3													
December	3.9	4.5	6.8	4.4	3.4	8.0	3.5	4.6	4.4	4.1	3.8	4.6	4.1	4.1	3.5	4.5	4.1	4.2	4.3													
January	5.3	4.6	7.5	4.8	3.9	8.0	3.5	4.7	4.4	4.0	3.7	4.7	4.0	4.0	3.5	4.4	4.0	4.0	4.7													
February	5.6	4.8	7.8	5.4	4.4	8.0	3.4	4.8	4.4	4.0	3.7	4.8	4.0	4.0	3.4	4.5	4.0	4.0	4.9													
March	5.8	4.8	8.0	5.7	4.6	8.1	3.4	4.9	4.5	4.1	3.7	4.9	4.1	4.1	3.4	4.5	4.1	4.0	4.9													
April	6.4	4.8	8.3	5.9	4.7	7.9	3.5	4.9	4.6	3.9	3.7	4.9	4.6	3.9	3.5	4.3	3.9	4.0	5.0													
May	6.9	4.9	8.4	6.1	4.8	7.7	3.4	4.9	4.5	4.0	3.7	4.9	4.5	4.0	3.4	4.4	4.0	4.0	5.1													
June	7.0	5.1	8.7	6.1	4.8	8.0	3.4	5.0	4.6	4.0	3.8	5.0	4.6	4.0	3.4	4.3	4.1	4.1	5.1													
July	7.0	5.1	8.9	6.2	4.8	7.9	3.5	5.0	4.7	3.9	3.7	5.0	4.7	3.9	3.5	4.3	4.1	4.1	5.2													
August																																
September																																
Season																																

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 19.--Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices			Chilled: orange juice			Canned single-strength juices								Canned single-strength fruit drinks				All juices & fruit drinks
	Orange	Miscel- laneous	1,000 dollars	1,000 dollars	Orange	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- laneous	Total	Orange	Pine- apple	Miscel- laneous	Total				
1961-62	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000			
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	61,684				
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	58,016				
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	60,181				
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	66,652				
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	65,183				
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	64,438				
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	61,341				
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	61,489				
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	58,783				
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	56,751				
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	54,937				
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	57,398				
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	726,853				
1962-63																			
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	59,617				
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	58,362				
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	59,539				
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925	5,899	11,915	67,150				
February	24,024	4,386	4,905	2,669	2,120	4,315	4,098	6,060	6,064	25,326	1,994	4,347	6,987	13,328	71,969				
March	24,029	4,507	5,083	3,362	2,413	5,072	4,193	6,177	6,364	27,581	2,213	4,411	7,037	13,661	74,861				
April	20,596	4,755	4,507	2,606	2,240	4,590	4,277	5,318	6,164	25,195	2,747	4,178	7,799	14,724	69,777				
May	19,905	4,999	4,298	2,662	2,129	4,457	3,893	5,223	5,955	24,319	2,626	4,409	8,007	15,042	68,563				
June	18,201	4,222	4,192	2,479	2,271	3,879	3,772	5,078	5,999	23,478	2,501	3,933	8,362	14,796	64,889				
July	18,277	3,911	4,005	2,092	2,272	3,422	3,392	4,462	6,034	21,674	2,977	4,082	9,318	16,377	64,244				
August	17,633	3,832	3,970	1,918	2,146	3,553	3,656	4,532	5,928	21,733	2,922	3,902	8,660	15,484	62,652				
September																			
Season																			

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 21.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, August 1963 with comparisons 1/

Commodity	Total purchases			Proportion of families buying		Purchase per buying family				Average price paid	
	: : :			: : :		: : : : :				: : :	
	Volume	Share of market		Pct.	Pct.	No.	Average size	Quantity		Cents	Cents
	August 1963	August 1963	Change 1963:1962	1963	1962	1963	1962	1963	1962	1963	1962
FROZEN CONCENTRATED JUICES	1,000 gals.	1,000 gals.									
Orange	2,931	5,779	-49	20.7	38.8	18.8	28.7	2.0	1.9	17.9	25.0
Miscellaneous	872	619	+41	6.2	4.1	---	---	---	---	17.0	16.5
Total	3,803	6,398	-41	26.9	42.9	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,094	2,408	-13	3.7	4.0	4.9	5.6	2.4	2.3	41.6	42.1
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/									
Orange	421	638	-34	2.5	3.6	4.2	5.6	1.7	1.6	47.3	56.7
Grapefruit	606	764	-21	3.6	4.3	4.5	5.3	1.6	1.5	64.5	76.2
Pineapple	1,278	875	+46	7.6	5.0	9.6	7.5	1.5	1.4	71.6	65.9
Prune	651	576	+13	3.9	3.3	6.8	6.1	1.7	1.8	42.8	42.1
Tomato	1,814	1,525	+19	10.8	8.6	14.4	13.2	1.5	1.4	66.8	64.6
Miscellaneous	1,648	1,477	+12	9.8	8.4	19.0	17.6	1.8	1.7	38.4	36.4
Total	6,418	5,855	+10	38.2	33.2	40.3	38.4	2.3	2.3	52.8	52.4
CANNED SINGLE-STRENGTH FRUIT DRINKS:											
Orange	1,037	616	+68	6.2	3.5	7.3	4.5	1.4	1.4	81.2	77.4
Pineapple-grapefruit	1,418	1,067	+33	8.4	6.1	9.6	6.8	1.4	1.4	80.1	88.2
Miscellaneous	2,786	1,823	+53	16.6	10.3	17.6	13.0	1.8	1.7	67.5	66.2
Total	5,241	3,506	+49	31.2	19.9	26.2	20.0	2.1	1.9	73.2	73.7
TOTAL JUICES & DRINKS 3/	16,785	17,656	- 5	100.0	100.0	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	179	221	-19	---	---	3.1	3.5	1.5	1.5	33.0	38.1
REFRIGERATED PRODUCTS:	1,000 gals.	1,000 gals.									
Orange & grapefruit sec.	80	---	---	---	---	3	---	1.8	---	33.3	---
Grapefruit sections	---	---	---	---	---	---	---	---	---	---	---
Other citrus salads	46	---	---	---	---	.4	---	1.2	---	25.0	---
Total	126	---	---	---	---	.7	---	1.5	---	29.9	---
FRESH CITRUS FRUIT: 4/	1,000 doz.	1,000 doz.									
Oranges	10,091	11,182	-10	---	---	11.7	12.1	1.7	1.9	11.1	11.4
Grapefruit	466	1,221	-62	---	---	2.2	3.7	1.5	1.8	3.2	4.1

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data are for August 1960. * Per 6-ounce serving.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

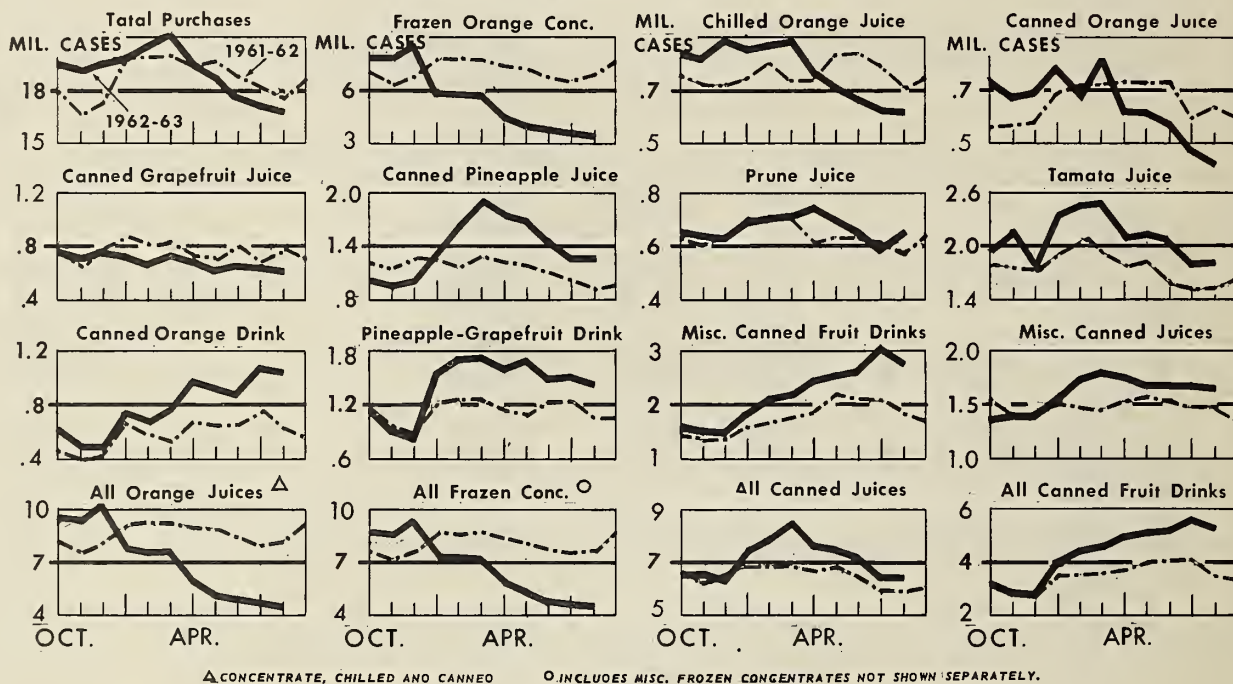


Figure 11.

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

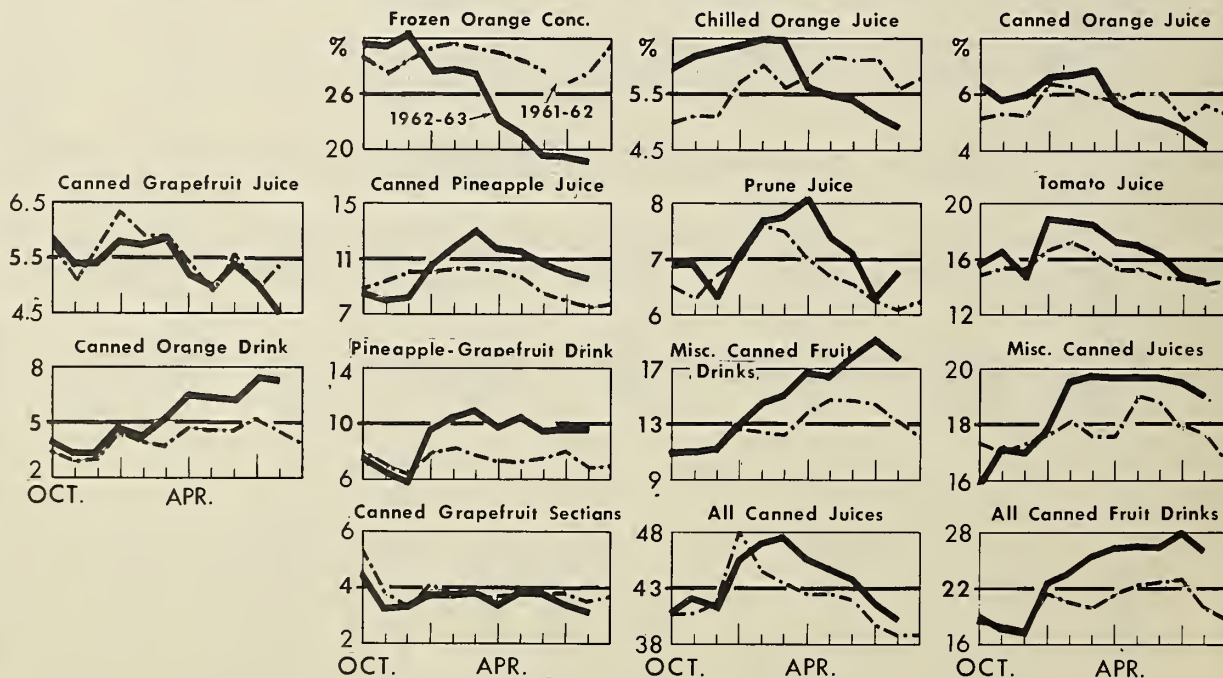


Figure 12

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ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

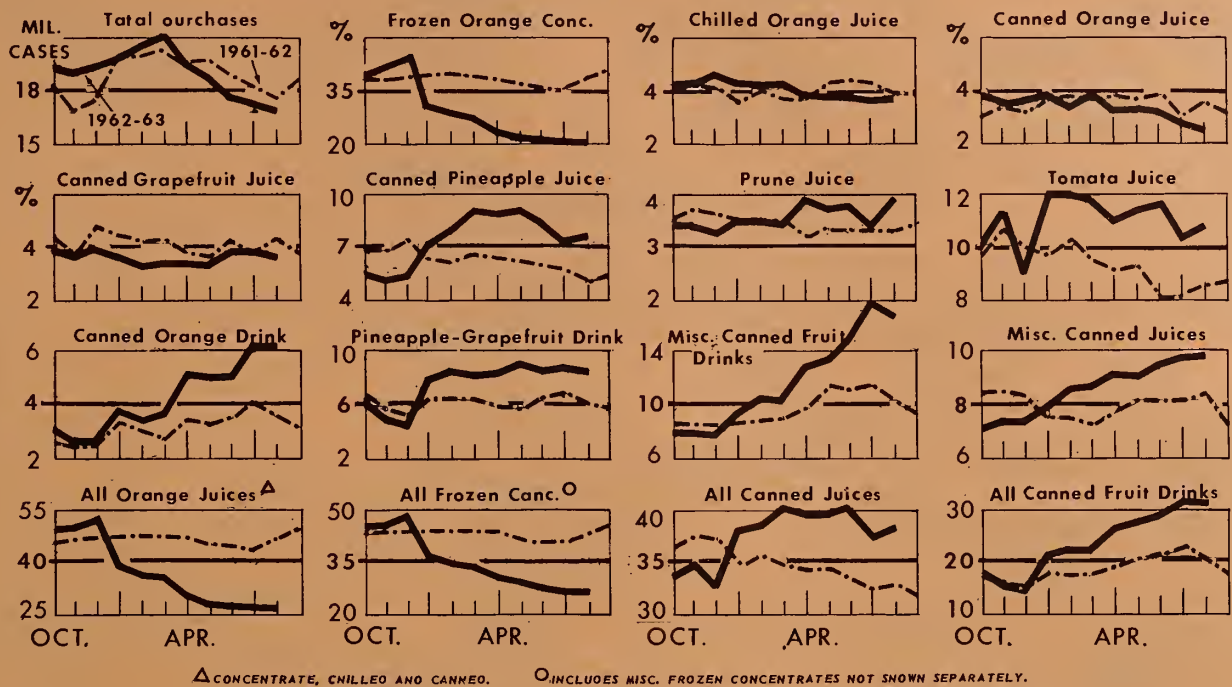


Figure 13

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

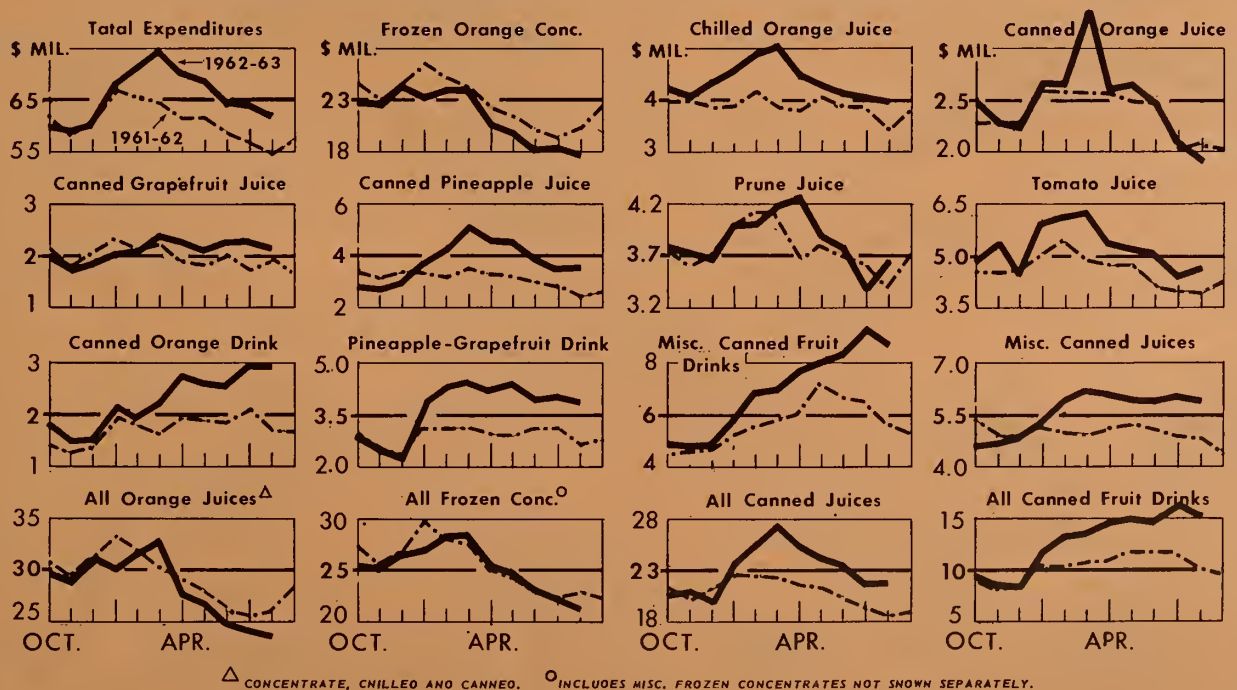


Figure 14

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

UNITED STATES DEPARTMENT OF AGRICULTURE

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